

Wool and Fibre Rugs,

Regularly \$5.75
9x12 ft. Room Size, at
\$3.95

Practical and serviceable rugs for all-the-year-round use offered tomorrow at decided savings from the regular cost.

They are 9x12-ft. size for large rooms and come in attractive medallion and conventional designs of red, brown, tan, and several shades of green.

Strictly reversible—thus giving double service.
Rug Department, 4th Floor.

THURSDAY THRIFT SALES

At Goldenberg's Are Always Synonymous With Big Savings

A series of well planned bargain offerings that make Thursday the Big Opportunity Day at "The Dependable Store." The advantages we obtain in the markets are turned into a golden stream of economies to be poured in the pockets of our customers who can buy just the merchandise they seek at very much less than they would have to pay for equal qualities in any other store. READ—COMPARE—PROFIT!

STORE HOURS: Open 8:45 A. M.; Close 5:30 P. M.

25c Egg Beaters

With This Coupon **11c**

Taplin Double-dasher Egg Beater, the lightest running and best made. Sold regularly at 25c, but offered for one day, with this Coupon, for 11c. Basement. (T.)

Goldenberg's

BOTH SIDES OF SEVENTH AT K

Usual \$3 Comforts at \$1.95
Double bed size Comforts, size 72x80 inches, covered with heavy twilled satens and silkolines, light and dark colorings. Filled with pure white sheet cotton. On account of an extra seam or two we are able to offer these high grade comforts at this extremely low figure.

Armour's Toilet Soap

TWO Cakes for 6c

THIS COUPON and 6c for TWO cakes of Armour's Benzoin and Buttermilk Toilet Soap; sold regularly at 20c a box of three cakes. (T.)

Little Children's COATS

\$5 and \$6 Lines Reduced to **\$3.98**

The balance of our stock of little tots' winter coats now marked at final reductions to close out tomorrow. Materials are fine quality heavy Corduroys, in the desirable wide-wale weave; in navy blue, African brown, green, and Copenhagen. Made with wide belt and pockets; trimmed with fancy buttons, turn-down collars and cuffs. Well tailored and warmly lined. Former prices \$5.00 and \$6.00. Choice tomorrow at \$3.98. Juvenile Department, 3d Floor.

A Tremendous Out-Clearing at Unparalleled Reductions of Our Entire Stock of

Suits, Coats and Furs

With cold, biting weather here in real earnest and likely to remain, this opportunity to buy a warm coat, suit, or fur piece at the low prices we name should interest every thrifty woman. The necessity for complete, absolute clearance of winter stocks has nerved our hand to prodigious price-cutting—yours the saving. Note these unheard of reductions. The styles are the newest and best of the season, the variety large enough to please every taste.

Women's and Misses' Suits, worth up to \$22.50, at \$7.95	Women's and Misses' Suits, worth up to \$30.00, at \$11.95	Women's and Misses' Suits, worth up to \$40.00, at \$17.95
Women's Cloth Coats, worth up to \$17.50, at \$8.50	Stylish Fur Fabric Coats, worth up to \$22.50, at \$12.50	Salt's Seallette Coats, worth up to \$30.00, at \$17.50

Sensational Sacrifice of FURS and FUR COATS

\$10.00 Iceland Fox Scarfs.....\$4.95	\$45.00 Black Fox Sets.....\$25.00
\$7.98 French Lynx Sets.....\$2.95	\$27.50 Natural Gray Fox Sets.....\$15.00
\$12.50 French Lynx Sets.....\$5.69	\$35.00 Natural Opossum Sets.....\$17.50
\$40.00 Hudson Seal Sets.....\$22.50	\$25.00 Near Seal Sets.....\$10.00
\$42.50 Imported Mink Sets.....\$23.50	\$27.50 Moline Sets.....\$9.75
\$40.00 Civet Cat Sets.....\$19.75	\$100 Genuine Cross Fox Sets.....\$39.75

\$90 FRENCH SEAL COATS, \$49.50

Our remaining stock of high-grade French Seal Coats, of soft, lustrous, silky skins; in new three and four coat suits; trimmed with Opossum, Seal, Chinchilla, or Sheep Opossum furs. Newest collar and sleeves. Lined with guaranteed satin or soft silks.

\$110 HUDSON SEAL COATS, \$59.50

A limited quantity of handsome Hudson Seal Coats—the last of our winter stock. Choice of several new and smart models, in plain or trimmed effects. All made of finest Hudson Seal skins, beautifully made and finished. Lined with satin or soft silks.

Buying Enthusiasm Now at Its Height in This Greatest of All

Sales of Men's Shirts

VALUES WORTH \$1.00, \$1.50 and \$2.00

at **69c**

Years of vigorous growth have brought our Semi-Annual to its highest point of value-giving supremacy—it is the recognized time for men to supply their needs for months to come. Almost every hour we are compelled to replenish the tables with fresh lots brought forward from the stockrooms to keep pace with the big selling, and those who come tomorrow are assured equally as large assortments to select from and just as good values as when the sale first started.

Every Shirt Fresh, New and Clean. Made of fine quality French Percales, Madras, Duccetine Cloths, Repps, Jacquard Figured Madras, Mercerized Madras, Crystal Cloth Shirtings, Lustrous Pongees and other high-grade materials.

You can count upon getting perfect-fitting shirts, with comfortable neckbands, carefully finished buttonholes, generous body sizes, correct dimensions, neat seams, finished right throughout and desirable in every particular.

Regular negligee styles, made with soft turn-back or laundered cuffs. Unlimited variety of newest 1916 patterns, including staple black-and-white pin stripes, bold bar stripes, two-tone colored stripes—every design and coloring to please every taste.

All sizes and all sleeve lengths. Every shirt sold with a broad guarantee of satisfaction or money back.

Announcement Extraordinary of the Year's Greatest Purchase and Sale of Boys' \$8.50 High-Grade Chinchilla Overcoats

At Less Than Actual Wholesale Cost **\$4.95** Sizes for Boys From 3 to 10 Years

Directly in the face of advancing costs of all wool fabrics comes this wonderful offering of two hundred Boys' Chinchilla Overcoats at the greatest saving on record—a clean up of a maker's remaining winter stock.

If bought in the regular way we could not sell these fine coats for a penny less than \$8.50, and the maker assures us that equal grades will sell for ten dollars next season, owing to the increased cost of this material. Further comment as to the wisdom of immediate buying is unnecessary.

They are fashioned of an extra fine quality all-wool "Germania" chinchilla, with all-wool cloth linings—the warmest and dearest overcoat you can buy for the year. In the following shades:
—Navy Blue Chinchilla, with red flannel linings.
—Oxford Gray with gray cloth linings.
—Dark Brown with brown cloth linings.

Guaranteed absolutely first-order foreign dyes used. Made in consistent color style with velvet collar on sleeve, beautifully trimmed and tailored throughout. Size 2 to 10 years.
Boys' Clothing Department, 4th Floor.

Eager Crowds of APPRECIATIVE Buyers Are Attending This Great Sale of "Merode" Underwear and "Onyx" Hosiery At 1/2 and 2/3 Below Regular Prices!

Think what such an opportunity means—the buying of these famed brands of underwear and hosiery at less than actual wholesale cost. We acquired several large lots from the manufacturers—comprising the discontinued styles, sample lines, and odd lots—at a fraction of usual cost, and we're distributing the entire purchase on the same advantageous terms. Now is the time to supply your needs, while these remarkable savings are obtainable.

Women's "Merode" Union Suits, samples in odd sizes; regularly \$1.50, \$2.00, and \$3.00..... 89c	Women's Underwear, consisting of Shirts and Pants; in broken sizes. Regularly 25c and 50c..... 15c
Women's "Merode" and "Harvard Mills" Underwear, consisting of Union Suits, Shirts, Pants, and Tights. Broken sizes. Regularly \$1.00, \$1.50, and \$2.00..... 69c	Women's "Onyx" Sample Hosiery; of Hosiery and Cotton. Regularly 50c and 75c pair..... 25c
Women's "Merode" "Harvard Mills," and "rest" Underwear, consisting of Union Suits, Shirts, Pants, and Tights; in broken sizes. Regularly 50c and 75c..... 29c	Women's "Onyx" Sample Hosiery, of Hosiery and Cotton. Regularly 12 1/2c and 15c pair..... 12 1/2c
	Infants' "Onyx" Sample Hosiery, in fine ribbed, merino, and silk-and-wool. Sizes up to 6 1/2. Regularly 25c and 35c pair..... 12 1/2c



Needs for the Household At Big Reductions for Thursday

35c Sheet Steel Oyster Fryers, with wire-drain basket, good size..... 19c	\$2.00 Heavy Galvanized Iron Ash Sifters, revolving style, fits over the cat, stove, and durable..... \$1.98	Extra quality tin Wash Boilers, with copper bottoms and cold wood handles, strongly made. No. 7 size, 35c; No. 8 size, \$1.25; No. 9 size, \$1.50..... 29c
55c Inverted Gas Light, with brass socket burner, with outside adjusting valve and spring to hold globe, all complete..... 59c	\$2.00 Extra Heavy Corrugated Galvanized Iron Ash Cans, with iron bands on top and bottom, large size. A can built for service..... \$1.19	\$3.50 Perfect Coal Oil Heaters, with heavy metal oil tank, fitted with meshed brass grate, draft burner, and a guaranteed safe size..... \$2.79
		50c Heavy Steel Furnace Stoves, with handles, made for..... 29c

Women's Nightgowns

Reg. 50c value.....**37c**

Women's Muslin Nightgowns, good quality materials; V necks and long sleeves; beautifully tucked and embroidered yokes. Shaped around neck and sleeves. Full cut sizes.

Women's Brassieres

Special at.....**25c**

Brassieres of best quality, open back and front, trimmed with wide and narrow ribbons; extra under-arm shield; sizes 32 to 36.

Corset Covers

Special at.....**25c**

All-over Embroidered Corset Covers, assorted openwork patterns; ribbon binding; trimmed, sizes 32 to 36.

Women's Sweaters

Reg. \$3.00 value.....**\$2.49**

Women's All-wool Sweaters, made with belt and pocket; improved cuffs, Byron collars, and bone buttons; in maroon, red, gray, navy, white, and tan. All sizes up to 36.

Children's Aprons

Special at.....**25c**

Children's Gingham Aprons, assorted blue and white checks; made with turn-down collar, long sleeves, pocket, and belt; all sizes from 2 to 6 years.

Bungalow Aprons

Reg. 50c value.....**39c**

Women's Bungalow Aprons, checked gingham, also striped percales; buttoned in front, round neck and apron sleeves; belt and pocket; full cut sizes and extra long.

Longcloth

Reg. \$1.75 value.....**\$1.09**

Yarn made No. 20 English Longcloth, fine thread finish quality, in 4-yard pieces.

Children's Dresses

Reg. 75c value.....**50c**

Little Children's Dresses, of gingham, in plaids and checks, made with large collars and loose belts. Pleated skirts with deep hems. Trimmed with contrasting colors; also of plain white cotton cloth, piped with red and navy; sizes 2 to 6 years.

Girls' Dresses

Reg. \$1.50 value.....**98c**

Girls' Dresses, of gingham and chambray, two-piece style and bolero jacket effects; stylishly trimmed; plaids and plain colors; sizes 6 to 10 years.

Grocery Sale

5c cans of Spotless.....**3 1/2c**
10c cans of Sugar.....**5 1/2c**
10c cans of Corn.....**29c**
10c cans of Pompano Olive Oil, one-pint cans.....**29c**
10c packages of Jello, assorted flavors.....**7 1/2c**
Basement.

Cambric

Reg. 10c value.....**6 1/2c**

20-inch White Cambric, a fine soft finish grade, free from dressing; for making women's and children's undergarments.

Bleached Sheets

Reg. 75c value.....**58c**

81x90 Seamless Bleached Sheets, heavy linen finish quality, double bed size; perfect quality.

Pillow Cases

Reg. 12 1/2c value.....**9 1/2c**

65x90 Bleached Pillow Cases, large size, heavy linen finish grade, finished with deep hems.

Bed Spreads

Reg. \$1.75 value.....**\$1.29**

Crochet Bed Spreads, double bed size, in heavy raised, Marcelline designs.

Outing Flannels

Reg. 12 1/2c value.....**9 1/2c**

27-inch Outing Flannels, heavy fleeced quality, in stripes and checks; pink, blue, gray, red and tan.

Flannels

Reg. 59c value.....**48c**

White Wool Embroidered Flannels, with silk embroidered designs; soft finish quality; for infants' wear.

Women's Shoes

\$2.50 & \$3 values

Women's High Shoes, button and lace styles, of patent calf, gun metal and vic kid leathers. High and low heels; plain and tipped toes. Sizes 2 1/2 to 8 years.

Boys' Shoes

Reg. \$2.00 value.....**\$1.59**

Boys' Button and Blucher Shoes, satin calf and gun metal leathers; sizes 1 to 5 1/2.

Stripe Taffeta Silk

Reg. \$1.00 value.....**89c**

30-inch Stripe Chiffon Taffeta Silk, extra heavy, soft finish, navy blue and black grounds, with white stripes.

Lace Curtains

\$1.50 & \$2 values

Lace Curtains, 40 to 50 inches wide, 24 and 3 yards long; in white and Arabian shades; plain, novelty effects and heavily worked designs.

Men Who Would Save \$5 to \$8 on New Clothes, Heed This Sale of Winter Overcoats and Suits

Garments Positively Worth \$13.50 to \$16.50, at **\$8.50**

Never has such an opportunity been presented to buy clothing of such fine quality and correct style at such reductions from retail value. Our already lowest prices have been reduced to the lowest possible point to make ready for inventory. Act at once, and enjoy the advantages of this great clearing event!

The Overcoats—

are in a great variety of the season's best models, including Balmorans, Box Back, Close Fitting, and Conservative styles, in grays, browns, fancy mixtures, fancy cloths and novelty effects. Full and quarter lined, finished with self cloth or velvet collars. Sizes 32 to 42.

The Suits—

consist of all-wool Cassimeres and Cheviots, also Worsters, in a splendid range of smart, dressy patterns and colorings, such as mixtures, checks, overblends and stripes. All are well tailored and lined with best quality serge. Sizes 36 to 38 and 40 to 42.

Men's Clothing Department, 4th Floor.



Machine Belts

Reg. 15c value.....**9c**

Sewing Machine Belts, extra quality leather; full length. (Notion Dept.)

Handkerchiefs

Reg. 12 1/2c value, 3 for.....**29c**

Men's Initial Handkerchiefs, high grade, soft finish cotton, with large embroidered, hemstitched borders.

Handkerchiefs

Special at.....**1 1/2c**

Children's Hemstitched Handkerchiefs, good quality, soft finish; neatly hemstitched borders. (Limit one dozen to buyer.)

Skirtings and Suitings

Reg. 29c value.....**14c**

30-inch White Skirtings and suitings, including heavy worst pure, heavy close woven basket weave cloth, gabardine, etc.

India Linon

Reg. 25c value.....**12 1/2c**

40-inch White India Linon, extra fine sheep quality, snow white bleached.

Cannon Cloth

Reg. 19c value.....**12 1/2c**

31-inch White Cannon Cloth, heavy linen finish quality, for boys' suits and women's and children's middie blouses.

Gray Coating

Reg. \$1.50 value.....**75c**

51-inch All-wool Heavyweight Coatings, in gray only. Superior quality.

Fur Cloth

Reg. \$5.00 value.....**\$2.98**

30-inch Salt's Genuine Fur Cloth, has the same appearance as the genuine fur.

Draperies

10c & 12 1/2c values.....**5c**

Yard wide Draperies, including yard wide Serim and 24-inch Madras, in light and dark grounds, figured all-over and border effects. For curtains, draperies, scarfs, etc.

Table Covers

Reg. \$1.00 value.....**59c**

8-quarter Reversible Tapestry Table Covers, in two tone green and red colorings, finished with fringe.

Silk Faille

Reg. \$1.50 value.....**95c**

30-inch All Silk Faille, rich, lustrous quality, in navy blue and black, extra heavy grade.

Messaline

Reg. \$1.00 value.....**69c**

26-inch Black Messaline, all silk, extra heavy, rich, lustrous finish.

Chiffon Taffeta

Reg. \$1.25 value.....**95c**

30-inch Colored Chiffon Taffeta Silks, soft tie dye finish, in myrtle, olive, emerald, navy, Copenhagen, alicia, brown, wistaria, plum, persian blue, king's blue, gray, taupe, golden brown, black and changeable effects.

Cuff Buttons

25c and 50c values.....**16c**

Gold-filled Cuff Buttons, engraved and embossed patterns, fine English gold finish; ivory or dumbled styles.

Needles

Reg. 4c value, 3 for.....**6c**

Three brands of Crowley's Blue Label English Needles, sold regularly at 4c, paper. All sizes.